

ORDER



KLAS

Orders Order / Rev: 37317
 Alt Order #: 08866591
 Product Desc: OBAMA/P/D
 Estimate: 1798
 Flight Dates: 09/18/12 - 09/24/12
 Original Date / Rev: 09/18/12 / 09/19/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: GMMB
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	15	\$20,395.00	\$17,335.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	15	\$20,395.00	\$17,335.75	0.00
Totals	15	\$20,395.00	\$17,335.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLAS	30%	\$20,395.00
Market	100%	\$67,983.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$16,995.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,399.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/24/12	09/24/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$565.00	LV1	0.00	NM	1	\$565.00
8 NEWS NOW															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 09/19/12		09/25/12		M-----		1		\$565.00		0.00					
E 2	8	09/24/12	09/24/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
8 News Now 6a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/19/12	09/25/12	M-----			1		\$750.00			0.00					
E 5	8	09/24/12	09/24/12	8 News Now 5-630p	M-FCM	5-630p			M-----	:30	2	\$375.00	LV2	0.00	NM	2	\$750.00
8 News Now Rotation																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/19/12	09/25/12	M-----			2		\$375.00			0.00					
E 7	8	09/20/12	09/20/12	Thu 9-10p	CM	9-10p			---T---	:30	1	\$5,750.00	LV1	0.00	NM	1	\$7,500.00
2.5 MEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/17/12	09/23/12	---T---			1		\$5,750.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>						<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	8	09/17/12-09/23/12		Thu 9-10p			9-10p						---Th-----	:30	(\$5,750.00)	0.00	NM
See MG 7.2																	
2	8	09/17/12-09/23/12		Thu 9-10p			9-10p						---Th-----	:30	\$7,500.00	0.00	NM
MG for 7.1 09/20																	
E 8	8	09/21/12	09/21/12	Fri 8-9p	CM	8-9p			----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
BLUE BLOODS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/17/12	09/23/12	----F--			1		\$3,000.00			0.00					
E 9	8	09/22/12	09/22/12	Sat Prime Special	CM	8-10p			----S-	:30	3	\$500.00	LV2	0.00	NM	3	\$1,500.00
KLAS Movie																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-			3		\$500.00			0.00					
E 10	8	09/22/12	09/22/12	Sat 10-11p	CM	10-11P			----S-	:30	1	\$2,250.00	LV1	0.00	NM	1	\$2,250.00
48 Hours Mystery																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/17/12	09/23/12	----S-			1		\$2,250.00			0.00					
E 13	8	09/19/12	09/21/12	8 News Now 11p M-F	CM	11-1135p			--WTF--	:30	1	\$1,550.00	LV1	0.00	NM	1	\$1,550.00
8 News Now at 11PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/19/12	09/25/12	--WTF--			1		\$1,550.00			0.00					
E 15	8	09/21/12	09/24/12	Craig Ferguson	CM	1237a-137a			M---F--	:30	2	\$115.00	LV2	0.00	NM	2	\$230.00
Craig Ferguson																	
		(12:37 XM-1:37 XM)															
LATE LATE SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/19/12	09/25/12	M---F--			2		\$115.00			0.00					
E 17	8	09/22/12	09/22/12	NCAA Football	CM	NCAA College Foo-----S-			:30	1	\$750.00	LV2	0.00	NM	1	\$750.00	
NCAA College Football																	
		NCAA College Football															
CBS College Football																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-			1		\$750.00			0.00					
N 18	8	09/24/12	09/24/12	8 News Now 11p M-F	CM	11-1135p			M-----	:30	1	\$1,550.00	LV1	0.00	NM	1	\$1,550.00
8 News Now at 11PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 09/19/12	09/25/12	M-----			1		\$1,550.00			0.00					

Totals 15 \$20,395.00